

BUGATTI OPENS A NEW SHOWROOM IN QATAR



Bugatti is opening a new brand showroom in Qatar. In collaboration with partnership dealer Al Wajba Motors the French super sports car maker has moved into a prestigious new address in the capital Doha. Bugatti has had a presence in this Persian Gulf emirate since 2006. Bugatti currently operates with more than 30 dealerships in 19 markets, four of which are in the Middle East.

This new Bugatti showroom reflects the brand's corporate image and design language, and is regarded as a flagship location for the region. A 150m² lounge, in which Al Wajba Motors has created an impressive Bugatti ambience, awaits customers and guests. The lounge is to offer customers both a display space and a configuration area. A small boutique showcasing the new Bugatti Brand Lifestyle fashion and accessories collections is planned for later this year.

"The Middle East is one of Bugatti's key markets," said Dr Stefan Brungs, Member of the Board of Management at Bugatti Automobiles S.A.S. responsible for Sales, Marketing and Customer Service, at the opening in Doha on Wednesday evening. "Bugatti Qatar is already an established and successful location for our brand in the region. Hardly anywhere else in the world can boast a comparable customer base."

The Middle East is responsible for around a quarter of global Bugatti sales. "We are delighted that our dealership Al Wajba Motors is reinforcing its commitment with this pioneering showroom. Its design, aesthetic style and interior furnishings are an impressive illustration of our new showroom concept.

"I am confident that our customers will be very pleased with this new showroom address," Dr Brungs continued. "We would like to thank Sheikh Abdulrahman Bin Ahmed Mohammed Al Thani and are looking forward to continuing our collaboration with him and his team."

Sheikh Abdulrahman Bin Ahmed Mohammed Al Thani, owner of Bugatti Qatar, commented: "Our aim was to build a showroom for Bugatti that would meet every possible requirement, and would present the core elements of this marvellous brand. The new showroom is a place full of elegance and style, and is an expression of our great passion for Bugatti. It will help Bugatti Qatar deliver the brand's excellence even more effectively in future, and to further boost our sales figures."

The showroom's inauguration ceremony took place on the evening before the opening of the Qatar International Motor Show, at which Bugatti is presenting an exclusive version of the Veyron 16.4 Grand Sport Vitesse designed in honour of renowned Chinese star pianist Lang Lang. The design of this one-off model was inspired by classical concert grand. The Grand Sport Vitesse has an 8-litre W16 engine which generates an unrivalled torque of 1,500 Nm at 3,000 to 5,000 rpm from 1.200 PS and can rocket from zero to hundred in only 2.6 seconds. With a maximum recorded speed of 408.84 km/h with the top down, the Vitesse is the world's fastest production roadster.

Bugatti was founded more than 100 years ago in the town of Molsheim in Alsace, France and today belongs to the Volkswagen Group, which assumed the rights to the brand in 1998.

In staying true to its motto "Art, Form, Technique", Bugatti combines the artistic roots of its Italian founder with French savoir-vivre and German engineering ingenuity. The development of the Bugatti Veyron represents one of the greatest technical challenges in automotive history. The latest success story for the brand began in 2005 with the Veyron 16.4. In 2008 the open-top Veyron 16.4 Grand Sport joined the 1,001 PS super sports car. Then in 2010 the Veyron 16.4 Super Sport with 1,200 PS hit the road, and its roadster variant the Veyron 16.4 Grand Sport Vitesse followed in 2012.

Since its market launch Bugatti has sold all 300 limited-edition Veyron 16.4 and Veyron 16.4 Super Sport coupés and more than 100 of the planned 150 open-top Veyron 16.4 Grand Sport and Veyron 16.4 Grand Sport Vitesse sportscars. Only around 40 vehicles are still available.

Dealership address: Bugatti Qatar, Al Muftah Plaza, Al Rayyan Road, Doha, Qatar.